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Keep Inc.

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 3650)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of Keep Inc. (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”) hereby announces that a meeting of the Board will be held on Friday, 28 March 2025, for the purposes of considering and approving the annual results of the Group for the year ended 31 December 2024 (the “**Annual Results**”) and transacting any other business.

The management of the Company will host a conference call at 8:00 p.m. on Friday, 28 March 2025 (Beijing Time) to discuss the Annual Results and answer questions. Details for the conference call are as follows:

Event Title: Keep 2024 Annual Results Conference Call

Registration Link:

<https://register-conf.media-server.com/register/BI54b42ba49a8645a2aacb9677f3eaaf15>

All participants must use the link provided above to complete the online registration process in advance of the conference call. Upon registration, each participant will receive a set of participant dial-in numbers and a personal PIN, which will be used to join the conference call.

Additionally, a live and archived webcast of the conference call will be available on the Company’s investor relations website at <https://ir.keep.com/>

By order of the Board

Keep Inc.

Wang Ning

Chairman, Executive Director and Chief Executive Officer

Hong Kong, 18 March 2025

As at the date of this announcement, the executive directors of the Company are Mr. Wang Ning, Mr. Peng Wei and Mr. Liu Dong; and the independent non-executive directors of the Company are Ms. Ge Xin, Mr. Shan Yigang and Mr. Wang Haining.